

We claim

1. A paint composition comprising a water-based paint system having an aqueous phase with colorant granules that do not dissolve in the aqueous phase.
2. A paint composition according to claim 1 wherein the colorant granule is a homogenous blend of a coloring agent and a urea-aldehyde resin and/or a urea-ketone resin.
3. A paint composition according to claim 2, wherein the coloring agent is an organic pigment selected from the group consisting of azo, azomethine, methine, anthraquinone, phthalocyanine, perinone, perylene, naphthol, benzimidazolone, diketopyrrolopyrrole, thioindigo, iminoisoindoline, dioxazine, iminoisoindolinone, quinacridone, flavanthrone, indanthrone, anthrapyrimidine and quinophthalone pigments, and mixtures or solid solutions thereof; especially an azo, dioxazine, diketopyrrolopyrrole, quinacridone, phthalocyanine, indanthrone, iminoisoindolinone pigment, and a mixture or solid solution thereof.
4. A paint composition according to claim 2, wherein the coloring agent is an inorganic pigment selected from the group consisting of carbon black, metal oxides, mixed metal oxides, antimony yellow, lead chromate, lead chromate sulfate, lead molybdate, ultramarine blue, cobalt blue, manganese blue, chrome oxide green, hydrated chrome oxide green, cobalt green, metal sulfides, cadmium sulfoselenides, zinc ferrite, nickel titanate and bismuth vanadate, and mixtures thereof.
5. A paint composition according to claim 1 wherein the colorant granules consists essentially of at least one pigment or dye and a urea-aldehyde resin, wherein the weight ratio of pigment to urea-aldehyde resin is in the range of 40:60 to 90:10.
6. A paint composition according to claim 5 wherein the coloring agent is a dye selected from the group consisting of reactive, solution, direct dyes and mixtures thereof.
7. A process for coating a substrate comprising applying a paint composition according to claim 1 onto said substrate.
8. A process for coating a substrate further comprising the step of subjecting the paint composition according to claim 1 to sufficient force to cause the colorant granules to release a colorant having a discernible color and to create a faux effect pattern on said substrate.

9. A process for preparing a paint composition comprising dispersing a colorant granule into a water-based paint system, wherein the colorant granule does not dissolve in the aqueous phase.

10. A paint composition comprising a water-based paint system having an aqueous phase containing a dispersed pigment and colorant granules, wherein the colorant granules do not dissolve in the aqueous phase.

11. A paint composition according to claim 10 wherein the colorant granule is a homogenous blend of a coloring agent and a urea-aldehyde resin and/or a urea-ketone resin.

12. A paint composition according to claim 11, wherein the coloring agent is an organic pigment selected from the group consisting of azo, azomethine, methine, anthraquinone, phthalocyanine, perinone, perylene, naphthol, benzimidazolone, diketopyrrolopyrrole, thioindigo, iminoisoindoline, dioxazine, iminoisoindolinone, quinacridone, flavanthrone, indanthrone, anthrapyrimidine and quinophthalone pigments, and mixtures or solid solutions thereof; especially an azo, dioxazine, diketopyrrolopyrrole, quinacridone, phthalocyanine, indanthrone, iminoisoindolinone pigment, and a mixture or solid solution thereof.

13. A paint composition according to claim 11, wherein the coloring agent is an effect pigment selected from the group consisting of multilayered interference structures.

14. A paint or coating composition according to claim 11, wherein the coloring agent is mica.

15. A paint composition according to claim 11, wherein the coloring agent is an inorganic pigment selected from the group consisting of carbon black, metal oxides, mixed metal oxides, antimony yellow, lead chromate, lead chromate sulfate, lead molybdate, ultramarine blue, cobalt blue, manganese blue, chrome oxide green, hydrated chrome oxide green, cobalt green, metal sulfides, cadmium sulfoselenides, zinc ferrite, nickel titanate and bismuth vanadate, and mixtures thereof.

16. A paint composition according to claim 10 wherein the colorant granules consist essentially of at least one pigment or dye and a urea-aldehyde resin, wherein the weight ratio of pigment to urea-aldehyde resin is in the range of 40:60 to 90:10.

17. A paint composition according to claim 16 wherein the coloring agent is a dye selected from the group consisting of reactive, solution, direct classes and mixtures thereof.

18. A process for coating a substrate comprising applying a paint composition according to claim 10 onto said substrate.

19. A process for coating a substrate further comprising the step of subjecting the paint composition according to claim 10 to sufficient force to cause the colorant granules to release a colorant with a discernible color and to create a faux effect pattern on said substrate.

20. A process according to claim 9 wherein the colorant granule is a homogenous blend of a coloring agent and a urea-aldehyde resin and/or a urea-ketone resin.

21. A process according to claim 9 wherein the colorant granules consist essentially of at least one pigment or dye and a urea-aldehyde resin, wherein the weight ratio of pigment to urea-aldehyde resin is in the range of 40:60 to 90:10.